



WXYZ

ORDER

Flight Dates **09/12/12-09/18/12**

Order Sep 00:20:00

Contract / Revision **304349 /**

Product
Citizens Protecting Michigan's Con

Estimate #

Original Date / Revision
07/11/12 08/21/12

Agency Com 15%

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-4

Advertiser Ref

Advertiser **Citizens Protecting Michigar**

**3299 K Street NW - Suite 200
Washington, DC 20007**

Agency **Strategic Media Services**

Buying Contact

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

**3299 K Street NW - Suite 200
Washington, DC 20007**

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	52	\$59,415.00	\$69,900.00	0.00	08/27/12	09/18/12	52	\$59,415.00	\$69,900.00
Totals	52	\$59,415.00	\$69,900.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	09/12/12	09/18/12	Late News M-F 11pm Actn News M-F	CM	Late News M-F	111-1--	:30	4	\$1,600.00	P-4	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--1-1--		2				\$1,600.00		0.00			
		Week: 09/17/12	09/23/12	11-----		2				\$1,600.00		0.00			
N 2	WXYZ	09/12/12	09/18/12	6am News M-F Action News 6am	CM	6-7am M-F	11111--	:30	5	\$650.00	P-4	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--111--		3				\$650.00		0.00			
		Week: 09/17/12	09/23/12	11-----		2				\$650.00		0.00			
N 3	WXYZ	09/12/12	09/18/12	GMA M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$650.00	P-4	0.00	NM	5	\$3,250.00



WXYZ

Print Date: 08/29/12

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Contract / Revision **304349** Flight Dates **09/12/12-09/18/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 08/21/12

Order Sep 00:20:00

Advertiser **Citizens Protecting Michigan** Product **Citizens Protecting Michigan** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--111--					3	\$650.00		0.00			
		Week: 09/17/12	09/23/12	11-----					2	\$650.00		0.00			
N 4	WXYZ	09/12/12	09/18/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	-1111--	:30	4	\$700.00	P-4	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--111--					3	\$700.00		0.00			
		Week: 09/17/12	09/23/12	-1-----					1	\$700.00		0.00			
N 5	WXYZ	09/12/12	09/18/12	12p Noon News 12n-1p	CM	12-1pm M-F	11111--	:30	5	\$450.00	P-4	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--111--					3	\$450.00		0.00			
		Week: 09/17/12	09/23/12	11-----					2	\$450.00		0.00			
N 6	WXYZ	09/12/12	09/18/12	12p Noon News 12n-1p	CM	12-1pm M-F	111-1--	:30	4	\$700.00	P-4	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--1-1--					2	\$700.00		0.00			
		Week: 09/17/12	09/23/12	11-----					2	\$700.00		0.00			
N 7	WXYZ	09/12/12	09/18/12	5p News 5-6pm M-F	CM	5-6pm M-F	1111---	:30	4	\$800.00	P-4	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--11---					2	\$800.00		0.00			
		Week: 09/17/12	09/23/12	11-----					2	\$800.00		0.00			
N 8	WXYZ	09/12/12	09/18/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	\$900.00	P-4	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--111--					3	\$900.00		0.00			
		Week: 09/17/12	09/23/12	11-----					2	\$900.00		0.00			
N 9	WXYZ	09/12/12	09/18/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$900.00	P-4	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--111--					3	\$900.00		0.00			
		Week: 09/17/12	09/23/12	11-----					2	\$900.00		0.00			
N 10	WXYZ	09/14/12	09/18/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	-1--1--	:30	2	\$1,400.00	P-4	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----1--					1	\$1,400.00		0.00			
		Week: 09/17/12	09/23/12	-1-----					1	\$1,400.00		0.00			
N 11	WXYZ	09/13/12	09/18/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M-F	-1-1---	:30	2	\$700.00	P-4	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---1---					1	\$700.00		0.00			
		Week: 09/17/12	09/23/12	-1-----					1	\$700.00		0.00			
N 12	WXYZ	09/15/12	09/15/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-					1	\$350.00		0.00			
N 13	WXYZ	09/15/12	09/15/12	Access Saturday Sat 7-8pm	CM	7-8pm Sat	-----S-	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-					1	\$900.00		0.00			



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Order Sep 00:20:00

Advertiser **Citizens Protecting Michigan** Product **Citizens Protecting Michigan** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	WXYZ	09/16/12	09/16/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$300.00		0.00			
N 15	WXYZ	09/16/12	09/16/12	Spotlight SUN 930am Spotlight SUN 930am	CM	Sun 930-10am	-----S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$500.00		0.00			
N 17	WXYZ	09/16/12	09/16/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$700.00	P-4	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$700.00		0.00			
N 18	WXYZ	09/15/12	09/15/12	ABC Saturday Night Foot ABC's Saturday Night Foc	CM	SA 8pm-1130pm	-----S-	:30	2	\$15,000.00	FX	0.00	NM	2	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					2	\$15,000.00		0.00			
Totals														52	\$69,900.00